





295 ADMIN. 7 200 285 290 USER PROFILE DATABASE WITH SESSION AND PROFILE ATTRIBUTES TRIGGER ENGINE KEYWORD AND TIME INFO **260** FINGERPRINT DATABASE 280 AD DATABASE 270 -210 APPARATUS TO CAPTURE FINGERPRINT ON MOUSE/KBD INTERNET APPLN. **PARSER** USER DATA CACHE 250~ 240~ 230~

FIG.2

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PROFILE TRAITS	ATTRIBUTES	PROFILE	SE		N AT ALUE	rribų S	ITE
PROFILE INAIIS	ALIKIBULES	ATTRIBUTES VALUES	S1	S2	S3	S4	S5
	VERY HIGH	1	1	1	33	37	33
	HIGH	4	-	4	5	6	-
ECONOMIC	MEDIUM	9	9	9	9	 	
STRATA	LOW	2			-	1	1
SIMIA	VERY LOW	1					1
	CHILD	2	2	2	2		- '-
AGE GROUP	TEENAGER	3	5	3	1	4	2
AGE GROOT	ADULT	8	9	9	7	8	8
	SENIOR CITIZEN	7	3	7	7	7	0
GENDER	MALE	4		4	4		
GLINDLIN	FEMALE	8	9	8	9	8	7
	HIGH SCHOOL	2	1	2	3	2	,
EDUCATIONAL	COLLEGE	3	2	3	3	3	3
BACKGROUND	UNDER GRADUATE	6	7	8	5	6	4
BACKOROGIAD	GRADUATE	5	6	5		5	<u> </u>
	POST GRADUATE	4	2	5	4	4	
	BASIC SCIENCES	4	4	5	2	3	
	ENGINEERING	5	3	6	5	6	5
TECHNICAL	SCIENCES		3		3		
INTEREST	SOCIAL SCIENCES	1				1	1
I III I	HISTORY	1	1	1		•	•
	GEOGRAPHY	·	•	•			
	EMPLOYEE IN	8	8	8	7	9	
	PRIVATE FIRM	J					
PROFESSION	GOVT. EMPLOYEE	4	7	4	4	3	5
	FREE LANCER	4	4	4	4	4	
	OWN BUSINESS	5				5	5
	MOVIES	9	9		9	9	9
	MUSIC	8		8	8	8	6
	SPORT	7	7		7	7	
SPECIAL	STAMPS	1	1	_			
INTERESTS	COINS	2	-	2	2		
	PAINTINGS	8			8	8	8
	TRAVEL	7		7	9	8	2
FIG.3 🖳	PHOTOGRAPHY	9	8	9	9	8	9
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KEYWORDS	TIME SPENT	ATTRIBUTE	SESSION ATTRIBUTE VALUE
CAMERA	5 OF 15 MINUTES	PHOTOGRAPHY	9
TOM CRUISE	10 OF 15 MINUTES	MOVIES	6
MARADONA	7 OF 15 MINUTES	SPORT	7
		SOCCER	8
ВМЖ	2 OF 10 MINUTES	CARS	5
		ECONOMIC STRATA-HIGH	9
ISAAC ASIMOV	5 OF 6 MINUTES	BOOKS	9
		SCIENCE FICTION	80

FIG.4



